



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967757-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Billing Address:

Multi Media Services - VA
Attention: Accounts Payable
915 King St
2nd Floor
Alexandria, VA 22314

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Advertiser	Product	Estimate Number
Brown/R/Senate	11/5-11/6	5282

Flight Dates	Order #	Alt Order #
11/05/12 - 11/06/12	967757	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/05/12	11/06/12	6a Eyeopener	558-7a	MT-----	:30	4	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WCVB	M	11/05/12	6:28 AM	6a Eyeopener	558-7a	:30	SBTV-072712-06H	\$1,500.00 NM
7	WCVB	M	11/05/12	6:57 AM	6a Eyeopener	558-7a	:30	SBTV10311236H	\$1,500.00 NM
6	WCVB	Tu	11/06/12	6:11 AM	6a Eyeopener	558-7a	:30	SBTV10311236H	\$1,500.00 NM
8	WCVB	Tu	11/06/12	6:58 AM	6a Eyeopener	558-7a	:30	SBTV10311236H	\$1,500.00 NM
2	11/05/12	11/06/12	Good Morning America	658-9a	MT-----	:30	4	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WCVB	M	11/05/12	7:25 AM	Good Morning America	658-9a	:30	SBTV10311236H	\$1,600.00 NM
3	WCVB	M	11/05/12	7:47 AM	Good Morning America	658-9a	:30	SBTV10311236H	\$1,600.00 NM
5	WCVB	Tu	11/06/12	7:59 AM	Good Morning America	658-9a	:30	SBTV10311236H	\$1,600.00 NM
2	WCVB	Tu	11/06/12	8:43 AM	Good Morning America	658-9a	:30	SBTV-072712-06H	\$1,600.00 NM
3	11/05/12	11/06/12	LIVE WITH KELLY & MIC	9A-10A	MT-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	M	11/05/12	9:23 AM	LIVE WITH KELLY & MICHAEL	9A-10A	:30	SBTV10281233H	\$600.00 NM
4	11/05/12	11/06/12	The View	1058-12n	MT-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	11/06/12	11:32 AM	The View	1058-12n	:30	SBTV10281233H	\$1,200.00 NM
5	11/05/12	11/06/12	Midday News	1158a-1230p	MT-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	Tu	11/06/12	12:28 PM	Midday News	1158a-1230p	:30	SBTV10311236H	\$600.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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967757-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Brown/R/Senate	11/5-11/6	5282	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	11/05/12	11/06/12	Midday News Class of Time - Pre-emptible with notice	1158a-1230p	MT-----	:30	1	\$600.00	NM
6	11/05/12	11/06/12	Millionaire Class of Time - Fixed Non Pre-emptible	1228-1p	MT-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 11/06/12 12:49 PM Millionaire 1228-1p :30 SBTV-072712-06H \$800.00 NM									
7	11/05/12	11/06/12	GENERAL HOSPITAL Class of Time - Fixed Non Pre-emptible	ABC SOAPS ROTA	MT-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 11/05/12 2:22 PM GENERAL HOSPITAL ABC SOAPS ROTA :30 SBTV10311236H \$1,200.00 NM									
8	11/05/12	11/06/12	ELLEN EF Class of Time - Pre-emptible with notice	4P-5P	MT-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 11/05/12 4:29 PM ELLEN EF 4P-5P :30 SBTV-072712-06H \$1,500.00 NM									
9	11/05/12	11/06/12	Newscenter 5 at 5 Class of Time - Pre-emptible with notice	5-6p	MT-----	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 11/05/12 5:15 PM Newscenter 5 at 5 5-6p :30 SBTV10281233H \$1,500.00 NM									
1 WCVB Tu 11/06/12 5:29 PM Newscenter 5 at 5 5-6p :30 SBTV10281233H \$1,500.00 NM									
10	11/05/12	11/06/12	Newscenter 5 at 6 Class of Time - Fixed Non Pre-emptible	6-630p	MT-----	:30	1	\$2,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$2,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 11/05/12 6:24 PM Newscenter 5 at 6 6-630p :30 SBTV10311236H \$2,700.00 NM									
11	11/05/12	11/06/12	Election Special Class of Time - Immediately Pre-emptible without notice	LOCAL POLITICAL	MT-----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 11/05/12 7:30 PM Election Special LOCAL POLITICAL :30 SBTV-072712-06H \$2,500.00 NM									
12	11/05/12	11/06/12	Election Special Class of Time - Immediately Pre-emptible without notice	LOCAL POLITICAL	MT-----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 11/05/12 7:51 PM Election Special LOCAL POLITICAL :30 SBTV10311236H \$2,500.00 NM									
13	11/05/12	11/06/12	Nightline Class of Time - Fixed Non Pre-emptible	1135p-1206a	MT-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 11/05/12 12:01 AM Nightline 1135p-1206a :30 SBTV10311236H \$1,500.00 NM									
14	11/05/12	11/06/12	Jimmy Kimmel	1205-105a	MT-----	:30	1	\$250.00	NM

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Advertiser	Product	Estimate Number	
Brown/R/Senate	11/5-11/6	5282	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$250.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 WCVB M		11/05/12	12:23 AM	Jimmy Kimmel	1205-105a	:30	SBTV10311236H	\$250.00	NM
15	11/05/12	11/06/12	430a Eyeopener	430-5a	MT-----	1:00	1	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$200.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WCVB Tu		11/06/12	4:43 AM	430a Eyeopener	430-5a	1:00	SBTV11011237H	\$200.00	NM
16	11/05/12	11/06/12	5a Eyeopener	5-6a	MT-----	:30	3	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	3	\$700.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4 WCVB M		11/05/12	5:24 AM	5a Eyeopener	5-6a	:30	SBTV10311236H	\$700.00	NM
2 WCVB Tu		11/06/12	5:28 AM	5a Eyeopener	5-6a	:30	SBTV10311236H	\$700.00	NM
3 WCVB Tu		11/06/12	5:56 AM	5a Eyeopener	5-6a	:30	SBTV-072712-06H	\$700.00	NM
17	11/05/12	11/06/12	Newscenter 5 at 11	11-1130p	MT-----	:30	1	\$4,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$4,000.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WCVB M		11/05/12	11:15 PM	Newscenter 5 at 11	11-1130p	:30	SBTV10311236H	\$4,000.00	NM
18	11/05/12	11/06/12	6a Eyeopener	558-7a	MT-----	1:00	2	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$3,000.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WCVB M		11/05/12	5:58 AM	6a Eyeopener	558-7a	1:00	SBTV11011237H	\$3,000.00	NM
2 WCVB Tu		11/06/12	6:28 AM	6a Eyeopener	558-7a	1:00	SBTV11011237H	\$3,000.00	NM
19	11/05/12	11/06/12	Good Morning America	658-9a	MT-----	1:00	2	\$3,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$3,200.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WCVB M		11/05/12	8:59 AM	Good Morning America	658-9a	1:00	SBTV11011237H	\$3,200.00	NM
2 WCVB Tu		11/06/12	7:25 AM	Good Morning America	658-9a	1:00	SBTV11011237H	\$3,200.00	NM
20	11/05/12	11/06/12	LIVE WITH KELLY & MICHAEL	9A-10A	MT-----	1:00	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$1,200.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WCVB M		11/05/12	9:59 AM	LIVE WITH KELLY & MICHAEL	9A-10A	1:00	SBTV11011237H	\$1,200.00	NM
21	11/05/12	11/06/12	STEVE HARVEY DAY	10-11a	MT-----	1:00	1	\$400.00	NM
Class of Time - Immediately Pre-emptible No Makegood Required									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$400.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WCVB M		11/05/12	10:39 AM	STEVE HARVEY DAY	10-11a	1:00	SBTV11011237H	\$400.00	NM
22	11/05/12	11/06/12	The View	1058-12n	MT-----	1:00	1	\$2,400.00	NM
Class of Time - Fixed Non Pre-emptible									

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Advertiser	Product	Estimate Number	
Brown/R/Senate	11/5-11/6	5282	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 11/05/12 10:59 AM The View 1058-12n 1:00 SBTV11011237H \$2,400.00 NM									
23	11/05/12	11/06/12	Midday News	1158a-1230p	MT-----	1:00	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 11/05/12 12:24 PM Midday News 1158a-1230p 1:00 SBTV11011237H \$1,200.00 NM									
24	11/05/12	11/06/12	ELLEN EF	4P-5P	MT-----	1:00	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 11/06/12 4:28 PM ELLEN EF 4P-5P 1:00 SBTV11011237H \$3,000.00 NM									
25	11/05/12	11/06/12	Newscenter 5 at 5	5-6p	MT-----	1:00	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 11/06/12 5:54 PM Newscenter 5 at 5 5-6p 1:00 SBTV11011237H \$3,000.00 NM									
26	11/05/12	11/06/12	Newscenter 5 at 6	6-630p	MT-----	1:00	1	\$5,400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$5,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 11/06/12 6:29 PM Newscenter 5 at 6 6-630p 1:00 SBTV11011237H \$5,400.00 NM									
27	11/05/12	11/06/12	Nightline	1135p-1206a	MT-----	1:00	1	\$3,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 11/05/12 11:53 PM Nightline 1135p-1206a 1:00 SBTV11011237H \$3,000.00 NM									
28	11/05/12	11/06/12	Jimmy Kimmel	1205-105a	MT-----	1:00	1	\$500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 11/05/12 12:44 AM Jimmy Kimmel 1205-105a 1:00 SBTV11011237H \$500.00 NM									
29	11/05/12	11/06/12	5a Eyeopener	5-6a	MT-----	1:00	1	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 11/05/12 5:44 AM 5a Eyeopener 5-6a 1:00 SBTV11011237H \$1,400.00 NM									
30	11/05/12	11/06/12	Newscenter 5 at 11	11-1130p	MT-----	1:00	1	\$8,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 1 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 11/05/12 11:24 PM Newscenter 5 at 11 11-1130p 1:00 SBTV11011237H \$8,000.00 NM									

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Brown/R/Senate	11/5-11/6	5282	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<u>Total Spots</u>							41		

Payment Terms 30 Days

<u>Gross Total</u>	\$78,950.00
<u>Agency Commission</u>	\$11,842.50
<u>Net Amount Due</u>	\$67,107.50